THE MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN): (a) The estimated export of software for the first half of the current financial year (April-September 1999) is Rs; 8000 crores: (Source: Electronics & Computer Software Export Promotion Council).

(b) and (c) Ministry of Commerce maintains export data for the country as a whole and not State-wise.

Low Earning by Doordarshan through Commercials

*319. SHRI S. AGNIRAJ: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the total revenue earned by Doordarshan through Commercials in current financial year;

(b) what steps are being taken to improve this revenue by competitive rates vis-a-vis private channels;

(c) what are the main reasons for low revenue by Doordarshan; and

(d) what are the thrust areas which can be explored for better earnings?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ARUN JAITLEY): (a) Prasar Bharati has reported that a sum of Rs. 294.87 crores has been earned by Doordarshan through commercial advertisements during the period March, 1999 to 15th December, 1999. Projected earnings in the current financial year are to the tune of Rs. 500 crores.

(b) to (d) According to Prasar Bharati, fragmentation of viewership, increased competition from satellite channels and economic slackness are the main reasons behind Doordarshan not getting the desired/targetted revenue. Prasar Bharati has reported that telecast of high quality programmes, rationalisation of commercial rate card, introduction of holidays and Saturday feature films, improvement in quality, content and transmission of its regional programmes, attractive packaging and presentation and digital transmission in satellite mode are some major steps taken to increase its commercial revenue.